

TERMS OF REFERENCE

For hiring of Executive (HR) under the World Bank financed Assam Agribusiness and Rural Transformation Project (APART) to be positioned at WAMUL

Project background:

1. The Government of Assam (GoA) through Government of India (GoI) has received/obtained a loan from the World Bank for the Assam Agribusiness and Rural Transformation Project (APART). Assam Rural Infrastructure and Agricultural Services (ARIAS) Society is the apex coordinating and monitoring agency for APART while West Assam Milk producers Cooperative Union Limited (WAMUL) is the implementing agency for the activities under “Formal Dairy Sector” in the project. WAMUL now intends to engage **Executive (HR)** on Contractual basis towards implementation of the APART project.
2. The development objective of APART is “add value and improve resilience of selected agri value chains focusing on smallholder farmers and agro-entrepreneurs in targeted districts of the State of Assam”
3. There are four components to the project: **The first component (A)** is Enabling Agri enterprise Development, with sub components being (i) enhancing state capacity to attract private investments, (ii) setting up of an Enterprise Development and Promotion Facility (EDPF) (iii) setting up of an Agribusiness Investment Fund (AIF) (iv) establishing stewardship councils. **The second component (B)** is Facilitating Agro Cluster Development with sub-components being- (i) support establishment of cluster level Industry Associations (IAs), (ii) supply chain support. **The third component(C)** is Fostering Market Led Production and Resilience Enhancement with sub components being (i) promoting climate resilient technologies and their adoption (ii) Facilitating market linkages through market intelligence and product aggregation (iii) Facilitating access to and responsible use of financial services. **The fourth component** is project Management, Monitoring and Learning.
4. The project will achieve the proposed PDO by: (i) promoting investments in agri-enterprises, reducing the business and transaction costs, facilitating access to finance for agribusiness entrepreneurs, and, where appropriate, push for process, regulatory and/or policy change; (ii) supporting the development of a modern agri supply chain; improved information communication technologies (ICT) based farm information and intelligence services, and alternative marketing channels; and (iii) improving producers’ access to knowledge, technologies and infrastructure so that they are able to respond to market opportunities and climate variability. To achieve the PDO, the project will adopt a cluster approach both in terms of production (production clusters) and processing (enterprise clusters)

5. WAMUL’s Role

WAMUL will be the implementing agency for the Third Component C - and sub-component - C.1.3.1 -Milk value chain: Formal sector. The focus of this value chain is productivity enhancement by genetic up gradation of Non-descript cows using Artificial insemination, improved feeding through Fodder production demonstration and organizing farmers into Milk Producers Institutions (MPIs) that eventually will get registered as Dairy Cooperative Societies (DCS) and etc. The project will also install Bulk Milk Coolers (BMCs) for handling increased volume of raw milk procurement and maintaining the quality till it is transported to the Processing plant. Solar powered data processor-based milk collection units (DPMCU) will be installed at each DCS to ensure transparency in milk reception, weight measurement and quality testing for making producers payments. The project will be leveraging the liquid milk processing and product manufacturing capacity of WAMUL

6. Scope of Position of Executive-HR

WAMUL intends to engage Executive (HR) on contractual basis for successful implementation of Productivity Enhancement related activities of the project and will be responsible for training of Farmers & Employees.

The Executive (HR) will be placed at WAMUL HO, Guwahati and will report to Head-HR, WAMUL.

7. Qualification, Experience, Skills, Age

Essentials:

- a) **Educational Qualification:** MBA in Human Resource /Industrial Relation from a recognized University.
- b) **Working Experience:** Minimum 4 years of post-qualification experience in handling training related activities in a reputed organization, preferably in Dairy / FMCG Sector.
- c) **Computer Skills:** Must have experience of using Internet based applications, using and working with MS Word, MS Excel and MS Power Point and other related applications.
- d) **Language:** Fluency in Assamese, English and Hindi
- e) **Age:** Age of the candidate should not be above 35 years as on 1st January, 2021. However, Age relaxation up to 5 years may be given in case of extraordinary/ outstanding candidates.

8. Desirable:

- a) Experience of working independently in conducting training and evaluating.
- b) Excellent communication skills including writing skills.
- c) Ability to work effectively in teams.
- d) Good communication, presentation and inter-personal skills;

9. Key Job Responsibilities (Indicative):

As an Executive in HR Group he/she will be responsible for all HR functions covering recruitment, performance review, trainings etc of all stakeholders. The key responsibilities will include:

- a) Identify and assess training needs within a company as well as farmers.
- b) Meet with managers and supervisors to ascertain needs.
- c) Train employees & farmer for specific jobs
- d) Create learning literature, develop teaching materials, direct structured learning experiences, hold meetings, presentations & webinars on learning material.
- e) Plan, Coordinate, organize, and implement a range of training activities for farmers & Employees.
- f) Train new hires as well as veteran employees.
- g) Conduct orientation sessions to assess level of skills.
- h) Help employees improve upon or enhance existing skills.
- i) Develop programs that groom lower-level employees for executive positions.
- j) Evaluate training effectiveness and modify training programs where required.

10. Remuneration, payment terms and leave:

- a) The remuneration of the Executive (HR) will be approximately Rs. 5 lakhs per year depending upon experience, qualification and pay package of last assignment.
- b) The Executive (HR) will be eligible for paid leaves/Holidays as per the applicable norms/policy of WAMUL.
- c) He/she will be paid TA/DA as per norms/policy of WAMUL.

11. Reporting and Performance Review:

- a) The Executive (HR) will report to the Head-HR, WAMUL.
- b) Performance will be reviewed as per Key result areas (KRA). The remuneration may be enhanced on an annual basis as per prevailing rules, which will be performance based.

12. Duration of assignment:

- a) The contract period of the Executive (HR) will be for an initial period of 3(three) years. However, the continuity of the Executive (HR) beyond 1 (One) year from the date of joining will also depend upon his/her performance.